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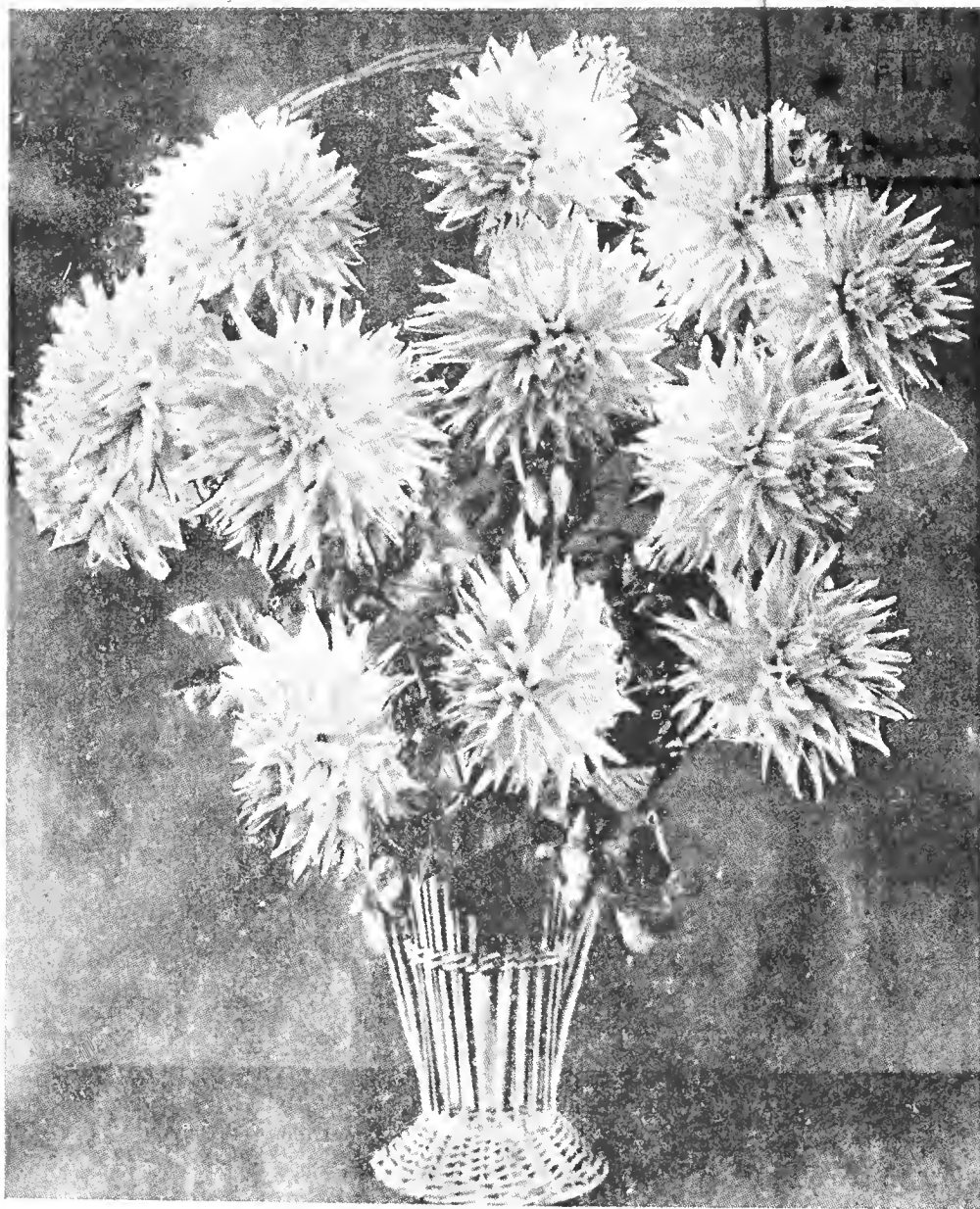
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# DAHLIAS

THE MONARCHS OF THE FLOWER WORLD

1934



STAR OF BETHLEHEM

*"I grow the best; discard the rest"*

**ALBERT PARRELLA**

DAHLIA GARDENS

3380 ELY AVENUE, Cor. 222nd St., BRONX, N. Y.

Tel. EStabrook 8-3490



Our 100 ft. display at The A. D. S. Society Exhibit, held at Hotel Pennsylvania, New York City, September 21st and 22nd, 1933.

This fine 50 ft. display was arranged by Albert Parrella of 3380 Ely Avenue, Bronx, New York. It attracted many interested visitors.

The original printing of the A. D. S. Bulletin erroneously stated that this display occupied 50 ft. of floor space, whereas it actually occupied 100 ft.

### AN EXCERPT FROM THE A. D. S. SOCIETY BULLETIN

ALBERT PARRELLA of the Bronx, New York, had an unusually effective arrangement of fine blooms. Included were several new seedlings, such as, Alice Hughes, named after the New York American columnist, which is an informal decorative, with yellow gold face, edged and splotted with strawberry red. It is a big bloom and promising. Others displayed were Prince of Persia, Dwight W. Morrow, Pot O' Gold, Lincoln G. Dickey and others.

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## GREETINGS TO MY MANY FRIENDS

It is with pleasure that I present this, my latest catalogue, to the many dahlia lovers throughout the entire country and express my deep appreciation for the liberal support they have accorded me in the past. And the many letters received telling of the pleasure they derived, as well as the success they achieved in winning many prizes from dahlia tubers and seed bought from me earlier in the Spring have been indeed a source of gratification and inspiration for me.

It has been a pleasure during the past season, to meet so many of my dahlia loving friends at my gardens, as well as the recent American Dahlia Society show held at the Hotel Pennsylvania in this city.

The highest quality of my stock doesn't need any introduction to the thousands of satisfied customers who have been purchasing from me in the past years. Neither does it need an introduction to thousands of people who have visited my gardens, or the New York Botanical Garden, in the Bronx, New York, where dahlia growers, as myself send their finest samples for trial and display. Incidentally at the Botanical Garden, during the past year, the officials staged a popularity contest vote for the best dahlias in the park and the results showed that some of my varieties grown there led the contest from the beginning to the end. This fact should be of some interest to prospective buyers. I earnestly solicit your trade for a trial order, if you have never given me one before, give me a small one now as a trial and convince yourself.

## SPECIAL NOTICE

1. NOTHING but tried and selected tubers are sent out.
2. THE practice of treating my customers, as I would want others to treat me.
3. SELLING my stock at prices that are within reason, and that will bring me a reasonable profit for my labors.
4. I am not trying to grow every dahlia grown, but I am trying to present to the general public most of the varieties that are easily grown and give you full satisfaction.

## MY GUARANTEE

Last but not least I fully guarantee my stock to be true to name and free from any slightest sign of disease. We will gladly replace any unsatisfactory roots provided we are notified in time. Also if anyone of my roots or seeds don't grow to your expectation, I will gladly refund the purchase price in full, and what is more, I live up to every word of my guarantee.

**SHIPPING:** We begin to ship our dahlia roots from April 20th to May 10th. If an early shipment is desired, please specify the date with your order.

All orders are shipped prepaid by Parcel Post or Express.

## VISITORS ARE WELCOME.

I will have over 300 varieties, most of them Honor Roll dahlias, as well as many promising seedlings, and many new ones sent by other growers for trial and that have not been released for sale as yet, as well as many new novelties.

You are cordially invited to bring along as many friends as you possibly can to my gardens at any time after August 15th and see this magnificent sight. You are under no obligation to buy, but welcomed and I will be as happy to see you as you will be to see this magnificent collection of gorgeous massive flowers in all of the colors, shades, and tints of the rainbow.

And get first hand information on my stock and how I grow them, judge them for yourself, and see the new varieties that you have been reading about, note the health of the plants, their habit of growth, the size of their blooms, the stems that hold them up, their colorings, foliage, etc., and ask me any question that you care to on their culture, and I will endeavor to answer them to the best of my knowledge and ability, and find pleasure in so doing.

**DIRECTIONS TO MY GARDENS:** By auto follow the Boston Post Road to Grace Avenue, here turn east for 500 feet, and you are in the center of my gardens.

By train: Take the N. Y. Westchester & Boston R. R. and get off at the Baychester Avenue station, from which my gardens can be seen and are less than 100 feet away, as my gardens run parallel with the railroad tracks.

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An iron bound Guarantee with every tuber

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## NEW DAHLIAS FOR 1934



### BE IN THE SPOTLIGHT AND GROW "SPOTLIGHT"

I am taking the pleasure of introducing this marvelous dahlia in the east.

"SPOTLIGHT" (HULIN) --A new informal Decorative of a most delightful color. Sulphur yellow shading, lighter at the tips and nearly white reverse. Petals curl in a most pleasing and fascinating manner.

Tubers, \$10.00 net



A fine compact growing bush, a little over four feet high, with a bright green foliage.

**BLOOMS**--Large and very full, 10 to 12 inches in diameter and from 5 to 7 inches in depth.

**FORMATION**--Examine the picture, see how full it is and the small petaloids hold the petals so that it never shatters. All petals remain until the flower is entirely dead.

**CENTER**--Air tight. It never has an open center from early till late.

**STEMS**--A perfect straight stem which never droops from the early season until frost. After heavy rains, the stems were like canes and not a flower drooped.

**EARLY BLOOMER**--Nothing but a mass of blossoms from the beginning of the season to the end.

**SPOTLIGHT** is so good it will be grown long after many other good ones are forgotten. It will be a grand addition to the most exacting, up to date aristocratic garden and one that you will be proud to show your friends and neighbors. Why not be first with **SPOTLIGHT** in your neighborhood? You will want it when you see others have it.

**WINNER** of American Home Achievement Medal at Seattle in a strong class, also at the show of the Washington State Dahlia Society of Tacoma. It won first and sweepstakes. It also won as a yearling and a two year old seedling.

**NOTE**--The following is what Mr. Derrill W. Hart has to say about this dahlia, in his account of it, in his Honor Roll on dahlias in December issue of The American Home Magazine.

**STILL** hailing from the Pacific is the clear yellow Spotlight (Cottage Grove Gardens) which achieved The American Home Achievement Medal as the best undisseminated variety at Seattle. **Tubers, \$10.00 net**

**R. A. BROOMFIELD** (I. D.)—Here's a new dahlia that will give perfect satisfaction to all who grow it. It has come to stay! Glorious in color, perfect in formation. In fact what R. A. Broomfield has not isn't worth having. Try it and be convinced. A flower that immediately attracts attention. The blooms are large and distinctive, easily grown to great size and depth. They are held upright and always well up out of the foliage. The color is a glorious saffron orange flushed with rose. Stems are stiff and strong but not clubby. They are always straight. The foliage is dark green, heavy, and of leathery appearance. The plant is a fine clean grower and makes a thrifty bush about 5 to 6 feet high. Has been placed on the Roll of Honor. Mr. Derrill W. Hart in his story of outstanding Dahlias said, "This Dahlia was not shown this year but of all the new varieties no one made a finer impression on me. It is giant of very impressive form; I saw a complete row of this and I predict a great future for this variety."

**Tubers, \$10.00 net**

**CLARON. Beanchamp-Chappaqua.** (F. D.)—A new dahlia of unusual coloring. A distinct novelty. Maroon with light yellow reverse and tiny gold tips. A strong clean grower of medium height. Very straight stiff stems. A prolific blomer and a wonderful keeper when cut. **Tubers, \$5.00**



Some dahlias are wonderful, others are divine, if you want to grow the monarchs just try some of mine.

" 1934 "

Sarah Jane (Galvin) ID--New for 1934! A fine clear yellow dahlia. A 9 inch, well formed flower on cane like stem. The Petals are mitered and curved at the tips, giving this flower a very artistic appearance. Scored 83 at Storr's. No garden is complete without it. If you want something that is outstanding this is it. ....Tubers, \$5.00

SPECIAL OFFER

With any order amounting to \$5.00 or more, you may select any ONE of the following dahlia roots, free of charge: Robert E. Lee, K. Norris, Nana Quacket, L. G. Dickey, Congressman Wolverton, Mrs. A. B. Seal and Monmouth Champion.

With any order amounting to \$10.00 or more, you may select any ONE of the following, also free of charge: The Commodore, Dwight W. Morrow, Omar Khayyam and Prince of Persia.

With any order amounting to \$15.00 or more, you may select any one of the following, free of charge: Mary Geraldine, Myra Howard and Mrs. L. L. Hook.

With any order amounting to \$25.00 or more, you may select any ONE of the following, free of charge: Alyce Marie Galvin, Sarah Jane or White Wonder. ....

With any order amounting to less than \$5.00, we usually give extra roots.

These offers do not include our Special Combination or Seeds.

The varieties listed herein, are positively the best stock that can be procured anywhere, at any price, as these tubers are not forced, or from propagated stock, and are GUARANTEED to be true to name, healthy, and full of life, vim, and vitality.

KEY TO ABBREVIATIONS: F. D.—Formal Decorative; S. C.—Semi Cactus; I. D.—Informal Decorative; St. C.—Straight Cactus.

**ADMIRAL BYRD** (F. D.)—An outstanding dahlia of perfect formation. The outer petals are a rich salmon, shading to gold at the center. In the sunlight it glistens as if sprinkled with gold dust. The plants are robust and vigorous, and the stems are long, straight and sturdy with heavy disease resistant foliage. This dahlia was awarded the Evening Post silver cup, for the most worthy seedling at the 1931 A. D. S. show held at the Hotel Commodore in this city. ....Tubers, \$3.50

**ALTO RAY** (I. D.)—A grand dahlia, somewhat resembling Jane Cowl with the ideal well rounded center of the oval decorative. The color is Orange Chrome. To this particular dahlia the artificial light gives an Oriental iridescence. ....Tubers, \$2.00

**ALICE STELLICK** (I. D.)—A bi-colored dahlia that commands unusual attention by its striking beauty. A bright crimson carmine with a distinct white stripe in the center of each petal; the petals curl and twist making a very appealing sight. A very free bloomer on good strong stems with foliage that is immune to insects. ....Tubers, \$2.00

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For thrills get my Super dahlia seeds

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IN BLOOM THIS WEEK AT NEW YORK'S BOTANICAL GARDEN



Photo—Courtesy of The New York Sun.

“Alyce Marie Galvin,” a beautiful new white dahlia with a blush of pink on its petals, which is one of the gorgeous array of dahlias now open to the public at the New York Botanical Garden.

**ALYCE MARIE GALVIN** (F. D.)—A beautiful white with faint tones of cameo pink on outer petals. 11 inch flower awarded Certificate of Merit at Storr's, winner of first prize at The Boston Show and Silver Medal for the best undisseminated seedling, has been one of the best attractions at The Bronx Botanical Gardens, Bronx, New York, for the past two years. A real grand dahlia. A free and prolific bloomer. No dahlia garden is complete without this one.

Tubers, \$5.00

**AMELIA EARHART** (S. C.)—Bloom 12x6, Bush 4 feet. This gorgeous dahlia was a consistent winner wherever shown, being awarded American Home Medals at New York and Baltimore. Color is apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of large size, better stems and with more gold and less rose shadings.

Tubers, \$7.50

**AMERICAN LEGION** (S. C.)—The wonder dahlia of the day. If you want to win the prize for the largest dahlia at the show, this is the one, as very few blooms will grow under 12 inches across and 6 inches deep. Not only has it got size but grace. A soft picric yellow, held erect on the best of stems, well above the strong, robust growing bush. This is a late bloomer, and for best results should be planted early, and with proper disbudding can be grown to 15 inches across and 9 inches deep. A prize winner everywhere.

Tubers, \$3.00

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The dahlias of yesterday were marvelous, dahlias of today these have surpassed, with the co-operation of the growers, the progress shall last.

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**AMERICAN TRIUMPH** (St. C.)—This one is considered the best true cactus ever produced. The brightest shade of pure Oriental red, without a trace of any other color. The blooms are large, deep, and of good substance, and are held erect on long, strong, wiry stems. A fine cut or exhibition flower. **Tubers, \$1.00**

**ASBURY PARK** (F. D.)—A marvelous autumn colored flower that has won prizes wherever shown. A bright strawberry red, flushed with salmon and tinted with old gold toward the tip of petals. Full centered with gracefully arranged petals. The huge blooms are held erect, well above the strong, robust growing bush. **Tubers, \$1.00**

**BAGDAD** (I. D.)—An immense flower of flaming scarlet, borne well above the tall bush on very strong stiff stems. An ideal growing plant that I can highly recommend for those who want a rich bright color in their garden or for the exhibition table where it seldom fails to win a prize. **Tubers, \$1.00**

**BERTHA FRITZEL** (F. D.)—A vivid glowing scarlet red, the plant which grows to about four feet in height, and very robust, and wide spreading, is always loaded with blooms, which are held erect on cane-like stems. The blooms average about 7 inches across and four inches deep, and makes a beautiful sight in any garden. **Tubers, \$1.00**

**BETTY COLTER** (I. D.)—A light salmon red throughout, shading to old rose at the base, of the long rolled petals, the blooms are of good size and form, and are held erect on the best of stems. An early free and continuous bloomer. **Tubers, \$2.50**

**CHAMPOEG** (F. D.)—This very beautiful dahlia is so unusual in its color, that it is without a competitor. Its combination of colors are waxy canary yellow at the center, shading to salmon pink, the pink deepens as the weather becomes cooler, the back of petals are a pale yellow, overcast with a veil of white, even the unfolding bud is beautiful, and has more fragrance than any other dahlia I know of. This is particularly noticed in the early morning. The blooms which can easily be grown to 10 inches, are held well above the plant on strong, sturdy stems. A truly marvelous dahlia. **Tubers, \$2.00**

**CAROLYN THILL** (I. D.)—A very impressive Dahlia and a difficult one to describe, but a new shade halfway between true salmon and buff. It is an extremely beautiful dahlia and a fine, clean grower. It is right on the border line between Formal and Informal Decorative. The flowers are large, very deep and of fine texture. **Tubers, \$2.00**

**CHARLES G. REED** (F. D.)—A rather unusual dahlia in regard to color which is Burgundy with a lighter reverse, or might be described as a purple or petunia red. The blooms which are large and composed of broad petals which always show a full center, and are held erect on the best of stems, is an early, free and prolific bloomer. **Tubers, \$2.00**

**CHATTAQUA SALUTE** (F. D.)—This dahlia is by far the purest white on any dahlia known to date. It is whiter than snow and a prolific bloomer. The flowers which average between 7 and 8 inches across, literally cover the strong growing bush with blooms, giving it the effect of a huge bouquet. A sight never to be forgotten. **Tubers, \$1.00**

**CHEMARS EUREKA** (F. D.)—White, with a faint light lavender cast near the center of the flower. A winner in the white class wherever shown. A very prolific bloomer, and a dahlia of rare beauty, with perfect stems, and combining all of the habits that go to make a perfect dahlia. **Tubers, \$1.00**

**CITY OF JAMESTOWN** (F. D.)—The color of which is canary yellow, with bronze shading on reverse. A giant flower, which grows on cane-like stem, are well formed and very showey. The bush is very tall and well branched. Early and prolific bloomer. **Tubers, \$5.00**

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Green, black and blue dahlias as yet don't exist, any other color? sure, you'll find it in my list.

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**CITY OF MONTREAL (F. D.)**—A very attractive flower of large size, the color is Ater purple, reverse mall or purple, stems are perfect, a profuse bloomer from early to late, and a good cut flower. A strong, robust, low growing bush and ideal for the border. **Tubers, \$1.00**

**CITY OF WELLSTON (F. D.)**—This is what I believe to be the greatest flower of its coloring ever put on the market. Color Rhodamine purple, reverse rose purple, bourne in abundant profusion from early summer until killed by frost, with centers always full and facing sideways, on the best of long stiff stems, with foliage that is very resistant to insects and heat does not bother it. Numerous bouquets can be cut from a single plant of it. **Tubers, \$1.00**

**CLOUDLAND GEM (F. D.)**—A most unusual beauty. Color a cream white, shading to shell pink, towards the outer petals which are crinked, thus further enhancing its beauty. Blooms grow to 8 inches and are held erect on long, strong, stiff stems. A good keeper when cut. **Tubers, \$2.00**

**CONGRESSMAN WOLVERTON (I. D.)**—Beautiful shade of salmon pink, on long, stiff stems. An early and continuous bloomer. A distinct flower with a beautiful formation. A clean grower and marvelous keeper when cut. At the recent New York show, through some oversight a vase of these were shown without any water in the vase and at the end of the two days of the show, the blooms were just as fresh as when they were put into the vase. **Tubers, \$1.00**

**COQUETTE (I. D.)**—A very spectacular dahlia of Spanish coloring, bright red, blending with gold. The petals twist and curl showing the golden reflex, a very prolific bloomer. Flowers are of very large size and held erect well above the foliage of the strong, robust growing bush, with insect resistant foliage, never fails to attract visitors by its beauty. **Tubers, \$.75**

**DAD (F. D.)**—While we have a number of very good reds, this one attracts the attention of all who see it by its brilliancy and has everything that a dahlia should have. It is large in size, with petals that roll and wave in graceful formation with splendid stems that hold the blooms well above the foliage. **Tubers, \$1.00**

**DANCING SULTANA (S. C.)**—A glorious new flower of bright, oriental lacquer red, with a golden gleam in the sunlight, petals are artistically curled and twisted. Blooms are large, of perfect formation, and carried on strong straight stems. **Tubers, \$2.00**

**DERRILL W. HART (I. D.)**—A deep coppery orange, shading to henna brown, many blooms 10 inches across can be seen on the plant at the same time on wonderful stems that keep well when cut. An early free and continuous bloomer and should be in every garden. **Tubers, \$.75**

**DOROTHY STONE (I. D.)**—This dahlia has made good not only in the gardens, but also as prize winners wherever shown. A huge deep flower that can easily be grown to over 10 inches, of a deep pink. The huge blooms are held erect on top of cane-like stems and is a free and continuous bloomer. **Tubers, \$1.00**

**DR. HARRY HOWARD (F. D.)**—A giant primrose yellow. One of the few good Formal Decoratives we have seen this year. Although the petals are pointed, the flower is really a formal in appearance. The blooms are deep on very firm stems. Shown in New York. A dahlia worthy to be placed among the best of the new ones. **Tubers, \$2.00**

**DORIS FELLOWS (F. D.)**—The color of which is pale yellow shading to salmon. A good sized flower on a very good stem, tall and robust growing plant with insect resisting foliage. **Tubers, \$.75**

- DWIGHT W. MORROW** (I. D.)—A gigantic red dahlia that was admired by everyone that saw it at my gardens. I had many blooms 10 inches across and six inches deep. It not only has size but grace. The long, broad petals with a slight twist near the tips, the richness of its color and graceful formation made it a winner everywhere. A robust growing plant with heavy leathery insect resistant foliage. **Tubers, \$2.00**
- EAGLE ROCK FANTASY** (I. D.)—The blooms of this variety are not only gigantic in size but imposing and beautiful in form and color. The flower is composed of long broad petals, tapering and tastefully notched at the tips. Clear mallow pink or violet rose with silver shadings. The habits of this one are ideal, the huge blooms are set to look you right in the face and are held erect on the best of long, strong stems, with foliage that is immune from insect attack. Winner for the largest dahlia at many shows the past season. **Tubers, \$2.50**
- EAGLE ROCK SUPERBA** (I. D.)—There is no color on the chart that is like the color of this variety, but the nearest being a light amaranth pink, a much more attractive color than E. R. Fantasy. The originator considers this one to be a better dahlia than Fantasy. It is of the same size and habit, the stems are perfect and hold the gigantic blooms erect. **Tubers, \$5.00**
- EAGLE ROCK WONDER** (S. C.)—A free bloomer, of tremendous size. Color is a Mar-orange shading to orange buff with tints of coral red and coral pink. The general effect being between orange and apricot. A real giant that grows on cane-like stems. Bush is a stocky robust grower with large, heavy leathery insect resistant foliage. **Tubers, \$1.50**
- EDNA FERBER** (S. C.)—A very pleasing glistening coral shading to old gold on face of petals. The large blooms are held high above the bush, on the best of stems. A free and continuous bloomer and winner of many prizes. **Tubers, \$.75**
- EDWARD THOMAS BEDFORD** (I. D.)—A very striking dahlia of a bright cerise color with a silvery reverse, the petals of which wave in such a manner as to show the silver which gives the flower a two tone effect. The stems are straight and strong and hold the huge flowers which can easily be grown to 10 inches or over. Well above the foliage of the robust growing bush, makes a beautiful sight in any garden. **Tubers, \$2.00**
- F. J. MARCH** (S. C.)—This was an outstanding variety at my gardens the past season and very few that saw it failed to leave an order for it. The blooms of this one which are gigantic and can easily be grown to 10 inches with very little disbudding, is a pure Lavender. The petals which are long and roll evenly and are slightly incurved at the tips and center, are held erect on the best of stems. The plant is a profused bloomer and a rank grower. **Tubers, \$2.00**
- FANNY SANDT** (S. C.)—An intense rose pink that shows up brilliantly under artificial light. The flowers are borne profusely on unbeatable stems and good foliage that needs no spraying. We do not hesitate to recommend this dahlia which won first prize in this class at the recent New York show. **Tubers, \$2.00**
- FORDHOOK MARVEL** (F. D.)—A very large flowering variety, the color of which is a lovely shade of peach red, shading to strawberry pink. The whole flower is suffused with a sparkling salmon orange sheen of metallic lustre. The blooms are held erect on cane-like stems. **Tubers, \$1.00**
- FORT MONMOUTH** (I. D.)—One of the giants of the dahlia world, the predominating color of which is a rich crimson maroon shading to bluish violet at the tips. The flowers are well formed and an immense size and are borne facing sideways, on stiff stems well above the foliage. They will not burn in the hot sun and are good as a cut flower. **Tubers, \$1.00**

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If you like to have your garden looking beautiful during the summer and fall, you will have to give them some thought now.

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**FORT WASHINGTON (F. D.)**—The bushes as well as the flowers of this old reliable variety are giants. The color of blooms are a mahogany red, which will not fade, and are held erect on long cane-like stems. It is a free bloomer and robust grower, and one that will always be in popular demand.

**Tubers, \$.75**

**FRANCES A. JOHNSON (F. D.)**—Rose pink, shading to a deeper shade near the outer edge of petals. Blooms are large and held erect on the best of cane-like stems, well above the prolific blooming bush. A dahlia of great beauty and for which there was a big demand.

**Tubers, \$1.50**

**FRAU O BRACHT (St. C.)**—A clear light primrose yellow that grows on top of an exceptionally strong, long, stiff and almost leafless stem, holding the huge blooms proudly above the robust growing bush. Winner of many prizes and will continue to win in this class and color. One that is hard to beat.

**Tubers, \$1.50**

**FRAIZIER (F. D.)**—A glowing rich oriental red, shading to yellow at the base and at the tips, giving the flower a very odd and artistic appearance that attracts the attention of all who saw it at my gardens the past season. A free and prolific bloomer with good insect resistant foliage. Blooms are held erect well above the robust growing plant.

**Tubers, \$1.00**

**FRED SPRINGER (F. D.)**—Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or as a hedge.

**Tubers, \$1.00**

**GERALDINE FAITH (I. D.)**—The color of this beautiful dahlia is hard to describe. Somewhat resembling Harry Mayer. Tyrian Rose, the entire flower is variegated with rose pink reverse, 10 in. flower on cane-like stem.

**Tubers, \$3.50**

**GIRL OF HILLCREST (I. D.)**—This excellent dahlia is classified as an informal decorative, but at times it is almost a semi-cactus. The flowers are artistic and well formed, the color of which is a bright apricot buff, and also described by others as a Mikado orange. Suffice to say that the blooms are not only large but have great depth and that they are held high aloft. The strong bush which is not only an early but also a very prolific bloomer. This dahlia has won many prizes and will continue to do so for some time to come.

**Tubers, \$2.00**

**GOOD WILL (C.)**—An immense straight cactus, shell pink shading to a cream at the center, on a stiff stem. The bloom is well formed. A very unusual flower.

**Tubers, \$5.00**



**GOLDEN GOBLIN (F. D.)—**

Here is a dahlia that drew more attention to it than any dahlia in my gardens. A huge golden ochre with broad thick flat petals that roll back toward the stem, giving it great depth. The huge blossoms are held at a 45 degree angle on cane-like stems, well above the strong robust growing bush. It is without a doubt one of the best dahlias I have ever grown, and one should win many prizes.

**Tubers, \$2.00**



Golden Goblin, one of the outstanding dahlias in my garden last year. What can be done with it when grown for size. this one was 13 inches in width.

**GRAF ZEPPELIN (F. D.)—**The color of which is Crystalline White. A good size flower on fine strong stem. An early and continuous bloomer, a very tall growing bush and insect resisting foliage. Whenever you need a cut flower you can always rely on this particular variety. **Tubers, \$1.00**

**GRACE CURLING (S. C. - I. D.)—**A charming dahlia of good size, color bright lilac with a trace of white at the base of petals, which are cleft, adding interest to the form. **Tubers, \$.75**

**HILLCREST FLUFFY RUFFLES (I. D.)—**Here is a new variety we are happy to recommend to our customers. The color, a beautiful new shade of soft apricot. The blooms are very artistic and unusual and the petals are truly "Fluffy Ruffles." A most profuse bloomer, the flowers and the foliage strong, healthy, insect resisting. We are glad to endorse this dahlia as one of the recent outstanding varieties and predict a bright future for it. Tuber stock limited, order early. **Tubers, \$10.00**

**HILLCREST SWISS ROSE (F. D.)—**Color, Swiss rose. Blooms of extremely large size and perfect quality. The foliage is strong, healthy, and insect resisting. No spraying necessary. Stems average two feet long and the blooms are held above the plant. We recommend this dahlia to you. **Tubers, \$5.00**



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The dahlias of yesterday were beautiful, the dahlias of today are divine, but the dahlias of the future no one knows.

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**HELEN IVINS (F. D.)**—An odd shade of orchid lavender. The large flowers are held erect on long slender stems that are as stiff as an iron rod, well above the foliage. An early as well as a free and continuous bloomer and one that should be in every garden. Very good as an exhibition and cut flower. **Tubers, \$1.00**

**IMPERIAL PINK (I. D.)**—Color a true pink with primrose shadings and rose pink center. The blooms are graceful and artistic of good size and depth, held erect on long stiff and cane-like stems. A gorgeous and imposing dahlia that is a strong, vigorous grower and a prize winner. **Tubers, \$2.00**

**IVORY (F. D.)**—The color of this marvelous dahlia is just what the name implies. The flowers are of large size and are held proudly erect on strong, stiff stems. A clean and very prolific bloomer that I cannot recommend too highly and must be seen grown to be appreciated. Wonderful for cutting as well as an exhibition flower. If ever a flower suggested grace, this one does. **Tubers, \$1.00**

**JAMES KIRBY (I. D.)**—Winner as best 1932 Introduction, Ten blooms on long stems at New York, also as best red in the Open-to-all Section in Rockville Centre. The color is a bright, rich cardinal red on well-formed, deep flowers, with extra good stems and foliage. **Tubers, \$5.00**

**JANET SOUTHWICK (I. D.)**—Here is one with petals of a different formation. A deep tyrian rose with a rose sheen over all, making it especially beautiful. The flowers are held facing up and well above the foliage. Blooms average 9 inches across and five inches in depth and has won and will continue to win many prizes. A good stocky, robust and prolific bloomer. **Tubers, \$2.50**

**JEAN KEEFER (I. D.)**—A beautiful rose pink, on good strong erect stems that can be cut up to 6 feet in length. The flowers average 7 inches in width and 4 inches in depth and continue so until the end of the season. The plant is a clean, tall and prolific bloomer. **Tubers, \$1.00**

**JEAN TRIMBEE (S. C.)**—This beautiful dahlia was originated in Canada, and owing to its huge size, color and petal formation, won many prizes here. Color a rich petunia violet and many blooms close to 12 inches in width and 7 inches in depth can be cut from a single plant. An unusual and outstanding variety that drew plenty of attention at my gardens the past season. **Tubers, \$2.00**

**JERSEY'S MAJESTIC (I. D.)**—A giant dahlia and naturally large under normal growing conditions. The color is a pleasing blend of salmon, old rose, and gold. **Tubers, \$5.00**

**JERSEY'S MAMMOTH.** Truly a monster. In color a rich golden mahogany. This variety is not a good cut flower and is recommended only to those who want the very largest blooms. **Tubers \$.75**

**JERSEY MELODY (S. C.)**—The color of this marvelous dahlia is Tyrian rose, shading to silver at the tips with a silver reverse that gives it a two toned color and enhancing its striking beauty, which are held erect on stiff wiry stems. A very prolific bloomer. **Tubers, \$2.00**

**JERSEY TRIUMPH (F. D.)**—The rather unusual coloring of this dahlia has given it a place in all well balanced collections. A bright copper, suffused salmon bronze. The flowers are large, of good depth and held erect on the best of long, stiff cane-like stems, well above the ideal growing bush. **Tubers, \$.75**

**JIM MOORE (I. D.)**—A flower of great substance. Pale yellow suffused strawberry pink. The blooms which are always large and of good depth are held erect on top of strong, stocky stems, a very early and prolific bloomer. **Tubers, \$1.00**

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Your garden won't look like it should be buried, instead it will be reborn,  
if in fall, instead of dead weeds, with dahlias it is adorned.

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**JOSEPHINE G. (S. C.)**—The color of this most gorgeous flower is Thulite-pink, the petals of which are tipped pinard yellow. A very prolific bloomer, bush is always literally covered with blooms until it is killed down by frost. A consistent winner on the exhibition table and one that will keep for a long time when cut. **Tubers, \$1.00**

**JEWEL OF INDIA (I. D.)**—The color of which is Garnet Suffused Maroon. This is a real outstanding dahlia. The large blooms are held erect on good strong stems, and on a good strong sturdy growing bush. No garden is complete without this one. **Tubers, \$5.00**

**KARL BONAWITZ (S. C.)**—Color a brilliant velvety carmine and has sufficient size, depth, form, color and keeping qualities to hold the popularity it has gained. It comes the nearest to developing a perfect bush without topping or disbudding than any dahlia I know of. It just naturally branches and produces perfectly formed blooms in great profusion on strong, long, erect stems. **Tubers, \$2.00**

**KATHLEEN NORRIS (I. D.)**—Color a true rose pink, deepening to a mallow pink, but paler in the young central petals. A flower of gigantic proportions. The petals are long, broad and overlapping with twisting ends that not only give the flower great depth, but also enhance its beauty. The huge blooms are held erect, facing sideways on cane-like stems, with insect resistant foliage and strong robust growing bushes. They were one of the outstanding varieties at my gardens the past season. I believe that I have the finest stock of this on the market. **Tubers, \$1.00**

**KEMPS VIOLET WONDER (I. D.)**—The predominating color of this one is Napthaline violet, shading to a bluish violet at the tips of petals and with a lavender reverse. The flowers are of perfect form and attains great size both in diameter as well as in depth and are held erect on fine stiff stems, well above the foliage of the robust strong growing plant. Will not burn in the hottest sun. Is a remarkably good keeper both on the plant and when cut. **Tubers, \$.75**

**KATHLEEN FELLOWS (F. D.)**—The color of which is lavender shading to lilac at the center. A giant flower in every respect, the blooms which are held erect on top, like can-like stem. Tall bush and insect resisting foliage. An ideal flower. **Tubers, \$2.50**

**KENTUCKY RED (I. D.)**—Color a bright vivid scarlet that is very attractive and distinct in its color, and admired by all who saw them in bloom. Very few could leave without leaving an order for it. It is a very prolific bloomer. The flowers are large and held erect on strong stiff stems. Blooms will not burn in the hottest sun. **Tubers, \$2.50**

**KING OF YELLOWS (I. D.)**—The color of this beautiful and attractive dahlia is a butter-cup yellow. The massive flowers which easily attain a size of 12 inches in width and of good depth should win many prizes this coming season, as the massive blooms are held erect on strong, stiff stems, well above the leathery insect resistant foliage. **Tubers, \$5.00 net**

**LONG HILL (I. D.)**—It is a seedling of Jane Cowl and an improvement over this one in many ways. Color a combination of gold and rose shadings with a yellow center and rose reverse. Imagine a dahlia with these colors and you have a fair idea of its beauty. The petals are long, curled and twist, further enhancing its beauty. The plant is a strong grower and a very prolific bloomer. Flowers are held erect on long, strong stems, well above the dark green leathery insect resistant foliage. A grand dahlia for cutting, as well as the exhibition table. **Tubers, \$5.00**

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If you do not know much about how to grow dahlias, do not hesitate to ask  
someone who knows.

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## "WHEN TENACITY TRIUMPHED"

Sometime in September 1933 I received a most cordial invitation from the Horticultural Society of New York to display my dahlias at their Chrysanthemum Show which was to be held on November 2nd to 5th. It was a real honor and pleasure for me to accept, but the difficulty involved was that by the time the Show would start, the frost would by then have demolished all outdoor flowers. I became determined to compete in this show and so prepared myself to this extent. Gathering as many baskets and bushels as possible I immediately set forth to cover as many dahlias which were just beginning to bloom as possible. This done, I patiently awaited the day when I could uncover these plants and show them. However on October 26th Jack Frost spread his first annual blanket and the following morning revealed a garden covered with a mass of black. Some ten days later the doctored plants were uncovered and my eyes were met with a beautiful floral display. I immediately placed the best of these at the show in a vase, and to my delight I was awarded a Special Medal from the Horticultural Society Chrysanthemum Show at the Museum of Natural History. Also for this display I received a certificate of Commendation.

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### CERTIFICATE OF MERIT



**The Horticultural Society of New York**

To Albert Parrella

for Vase of Assorted Dahlias

exhibited Autumn Show 1933.

William R. [Signature]  
Secretary

W. J. [Signature]  
President

## "WHEN TENACITY TRIUMPHED"



A clipping from the Sunday October 15th, 1933 edition of the Ponca City News in Oklahoma reveals an interesting story, this may prove of interest to you also.

other assistance furnished them by the bureau. The second is Conoco service stations and dealers.

### "Kathryn Kelly" Dahlia In Applegate Garden Has Lost Its Jauntiness

A flambuoyant, gaudy red dahlia in Fred Applegate's famous dahlia garden is officially called the "Kathryn Kelly." Coincidentally, the "Kathryn Kelly," named that long before the headline-loving public had heard of George (Machine Gun) Kelly's showy wife, bloomed just about the time the capture of the kidnaping-pair was affected. And, ironically enough, the bloom this week is drooping noticeably, all the jauntiness gone.

Applegate's dahlia garden at 216 North Third street, a riot of loveliness these October days, presents a gallery of types strongly suggestive of people one has known. A "Thomas Edison" bloom is, appropriately enough, a royal purple shade. A theatrical, apricot-shaded one, is the "Jane Cowl," named for the famous actress. Cool, delicately pink-and-white, and obviously the great lady, is a "Margaret Woodrow Wilson." Warm, sun-gold in hue is a Parella "Treasure Island" blossom, while a dignified wine-

red plant is known as the "Dwight Morrow."

And how tall those plants grow! A "Giant Pink" and a "Jersey Beauty" have attained heights of eight feet or more. The blooms range from saucer to breakfast-plate size.

Applegate, who began dahlia-gardening as a hobby about four years ago, says that he gets most of his bulbs from Albert Parella whose gardens are near the Bronx in New York. Being tuberous, dahlies require care in cultivating, the grower says. The plants are mulched to keep the roots cool. "Tips" offered by Applegate concerning the cutting of the blooms include the information that they should never be severed from the main stalk until they are mature. Scald or burn the tip of the severed stem before arranging the blooms in vases. And cut the stem as long as possible thereby allowing greater longevity to the blossom.

Applegate welcomes any flower-lover who wishes to visit his dahlia garden.

Friday. Miss Alene Plumb was in both for him and for his candi-

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**There is a great difference between the dahlia our father used to know and the modern dahlias.**

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**LINCOLN G. DICKEY (S. C.)**—A good sized dahlia on a fine stem, early and free bloomer; color, primrose yellow with a decided rose suffusion. A medium sized plant and has a very good growing habit. **Tubers, \$1.00**

**MARY ELLEN (I. D.)**—Another seedling of Mrs. I. De Ver Warner, with the same habits of growth, but the blooms of this one are not only much larger but also have a greater depth. Color is a lavender pink with considerably more pink than lavender. The flowers are held erect on the best of stems, well above the robust and prolific flowering bush. An ideal dahlia in every way, as it has the best of keeping qualities and is ideal for the table or exhibition. **Tubers, \$1.75**

**MARY GERALDINE (F. D.)**—An unusual and beautiful dahlia. The color of which is Rose Red. All the petals tipped white, 9 inch flower on very good stem, a very clean grower and free bloomer. This is one dahlia, for her unusual beauty should be in every garden, scored 83 at Storr's trial ground. One of the central attractions, at The Botanical Gardens, Bronx, New York, and in the popularity contest held there, this last October, this dahlia received quite a number of votes. I recommend this one very highly. **Tubers, \$3.50**

**MISS DELAWARE (F. D.)**—The color is an unusual clear rose pink throughout. The blossoms are not only large but also of great depth and are held erect on strong, stiff stems, well above the foliage, which is large and insect resistant, and the plant is ideal in every way. **Tubers, \$1.50**

**MONMOUTH CHAMPION (I. D.)**—The color of this marvelous dahlia is a bright xanthine orange, the blooms which are of very large size, over 13 inches in width, are borne in great profusion on cane stiff stems, well above the foliage, of an ideal growing plant that no insects will go near and one that seems to be immune from disease. The plant is a strong, vigorous grower with wide spreading habits and is always covered with blooms. A wonderful keeper when cut. **Tubers, \$1.00**

**MONMOUTH GENERAL (I. D.)**—The color of this unusual dahlia and as near as it could be described it is a bright henna, somewhat the same tone as F. W. Fellows. It is a large, full-petalled flower of great beauty. The long, wavy petals darken at the center to a rich terra cotta. It is a real handsome flower. **Tubers, \$5.00**

**MRS. ALFRED B. SEAL (I. D.)**—The color of this magnificent dahlia is a pure rich glowing rose, without a trace of any other color and can very easily be grown to over 10 inches in width and 5 inches in depth. A very free, early and prolific bloomer that has all the habits a good dahlia should have. The stems that hold the huge flowers are not only long but strong and stiff, and the plant a tall, robust grower, always in bloom. **Tubers, \$.75**

**MRS. A. F. VON DER POEL (I. D.)**—Color a dark maroon, the petals of which have a slight but graceful waving effect, as well as being heavy and thick with a velvety texture. The flowers are held facing up, high above the tall growing bush on cane-like stems that will break before they will bend. Blooms will last a long time when cut, as the blooms have form, substance and everything that goes to make an ideal flower. **Tubers, \$1.50**

**MRS. HENRY E. FOLEY (F. D.)**—A rather unique color combination. The ground color being white, shaded and suffused magenta. The flowers can easily be grown to 10 inches in width and 5 inches in depth, are of good form and substance, are held facing sideways on cane-like stems, well above the stocky and robust growing bush, with widespreading habits, with heavy leathery insect resistant foliage. **Tubers, \$1.00**

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The more you do for the dahlia in the growing season, the more the dahlia will do for you in the blooming season.

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**MRS. KENYON (I. D.)**—Color a light salmon, shading to a beautiful peach pink, more pronounced at the outer edge. The flowers are very large and of good depth and are held erect on the best of stems, facing the sky. The flowers are not only graceful for their size, but also beautiful and pleasing to the eye. With good insect resistant foliage. An early and very prolific bloomer and a robust grower. **Tubers, \$.75**

**MRS. EDWARD WIGGLESWORTH (F. D.)**—This is an unusual dahlia, and very hard to describe, where it is not very large in size, it is very beautiful. The color of which is salmon buff and rose, white tipped, 7 inch flower on fine straight stems. This dahlia deserves a trial. **Tubers, \$2.00**

**MRS. L. L. HOOK (F. D.)**—Here is a dahlia that is entirely different from the average run of dahlias, both in petal formation and plant growth. The color, blended shades of gorgeous purple, lighter on reverse. Beautiful large blooms with wide pointed petals. The bush is hardy, tall and positively insect resisting, never stunts. Scored 84 at Storr's Trial Grounds. A superb variety in every respect and we guarantee its performance. **Tubers, \$3.50**

#### **THIS IS TAKEN FROM A LETTER FROM A SATISFIED CUSTOMER**

I want to tell you especially about Mrs. L. L. Hook which to say I appreciated getting it would be putting it mildly and when I saw the prolific growth and the fine hardy blooms, I fully understand why you had named it as you did. It was the outstanding dahlia in my garden, and as you know, I have some very fine varieties.

**MYRA HOWARD (I. D.)**—The color of this dahlia being a glowing combination of saffron yellow and gold with tints of salmon. The entire effect being ochreous orange. Throughout the deep flower are petaloids which give it distinction in both form and color. A wonderful plant and thrifty grower, producing giant blooms freely on long rigid stems. If you are after the big fellows and a prize winner, you should not miss this one. It won the Home Achievement medal as the best seedling at the New York Show in 1931. If you want a sensation for your garden and a winner for the show room, here it is. **Tubers, \$3.50**

**NANAQUAKET (I. D.)**—Here is a dahlia that not only has giant size but depth, as well as grace. Color, a beautiful shade of orchid pink, a very early and prolific bloomer. The flowers are held sideways on the best of stems, well above the foliage, which is insect resistant, will keep for a long time when cut. . . . **Tubers, \$.75**

**NANCY SUE LANG (I. D.)**—An immense flower that can be grown to giant size. Color a dull red, tipped gold. The massive blooms are held erect on cane-like stems. The bush which is of low growing habit is very robust and widespreading, as well as being a very prolific bloomer. **Tubers \$.75**

**NEW GLORY (S. C.)**—A striking bi-color of light ox-blood red, with tips of petals blazed with white that are held on strong, stiff stems, facing sideways. The petals of flowers have a charming quilled effect near points, further enhancing its beauty. A very attractive dahlia in every way. **Tubers, \$1.50**

**OLIVE WRIGHT (I. D.)**—A magnificent blending of lemon yellow and peach red, combining to give an orange effect to the whole flower, which has a high, full center. The outer petals have an artistic wave of a graceful and imposing manner, thus adding great depth to this novel dahlia which grows to good size. Stems are rigid and hold the huge blooms erect. **Tubers, \$1.50**

- OMAR KHAYYAM** (F. D.)—This much admired giant. Color, a Chinese red, at the base of petals and shading to a bright orange and tipped lighter, giving the huge blooms a wonderful soft color effect. The flowers which can easily be grown to over 10 inches in width are held erect facing sideways, well above the foliage on cane-like stems that can be cut from 4 to 6 feet in length. This variety has won many prizes and is good as a cut or exhibition flower. **Tubers, \$1.75**
- ORIENTAL BEAUTY** (S. C.)—This is a true pink dahlia. A good sized flower on a fine stem, and very artistically formed. The Petals gracefully curl and twist, making this flower very attractive and desirable. **Tubers, \$1.00**
- PALO ALTO** (S. C.)—A real giant, the color of which is clear, bright salmon shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centres. Well recommended as a winner. **Tubers, \$10.00**
- PANSY G. WHITE** (S. C.)—A strong, rugged bush, especially so for a yellow dahlia, with long erect stems. Blooms are uniform and of good substance. Color, a clear canary yellow. Plant is a good clean grower with foliage that insects keep away from. **Tubers, \$1.00**
- PENN CHARTER** (F. D.)—Golden yellow tinted apricot. Fine large exhibition blooms on strong erect stems. **Tubers, \$1.00**
- PETER PAN** (I. D.)—This variety produces flowers in abundance, on good straight stems. The color is a beautiful rich luminous pink, good size, Has lasting quality after it is cut. An early prolific bloomer. **Tubers, \$1.00**
- PINK AMBASSADOR** (S. C.)—A very attractive flower, is a flesh pink shading to a creamy ivory at the center. Held erect on the best of stems. A graceful and artistic flower. A seedling of Ambassador. **Tubers, \$1.00**
- POT O' GOLD** (I. D.)—A 1932 Honor Roll dahlia that created a sensation at the recent New York show. A massive clear yellow, with very graceful and artistic formation. The petals are very long and wavy, both the face and reverse of the flower are a clear yellow, giving an unusual richness in a pastel shade. For a massive flower she is a prolific bloomer and the flowers are held erect on strong can-like stems, well above the foliage which is leathery and insect resistant. **Tubers, \$5.00**
- PRINCE OF PERSIA** (I. D.)—A very striking bright red exhibition dahlia of the most iridescent rich glowing crimson. The petals of which are of great depth and substance, making an unusually deep and attractive flower. Blooms of 10 inches in width can easily be attained with very little disbudding in abundance and profusion as the bush is robust, vigorous and of widespreading habit in growth. The stems are all that can be asked for as they hold the giant blooms facing sideways well out of the foliage, which is insect resistant. **Tubers, \$1.75**
- PRESIDENT HOOVER** (I. D.)—An unusual dahlia on fine stems, the color is peach red and very attractive, and a free and continuous bloomer. **Tubers, \$1.00**
- ROBERT E. LEE** (S. C.)—The color is a bright luminous cardinal red, reverse of petals lighter that will not burn or fade in the sun. The blooms are held from facing to upward on very good stems. An exceptionally free and prolific bloomer. **Tubers, \$1.00**



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Let the gorgeous dahlia blooms be the Good Will Ambassador to your loved ones.

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**RUDY VALLEE** (S. C.)—When flowers of this variety first open they show chrome yellow at the center with a graduation of grenadine red as the flower expands, finally becoming grenadine orange red when in full bloom. The flowers are pleasing to look upon and instantly catch and hold the attention of all who see them. Blooms are large and of good depth, full centered and held well above the clean-cut foliage, on long straight stems. Plants 5 to 6 feet high. Growth vigorous which insures against serious injury from insect attacks. **Tubers, \$3.00**

**ROTARY** (I. D.)—Bi-color. A bright cardinal red with distinctive triangular white tips, uniform in markings. It is a fine garden flower and a thrifty grower. The bi-color dahlia is very attractive. This one is without doubt the finest. It was named at the American Dahlia Society Show in New York by a Rotarian. **Tubers, \$3.00**

**SALEM PRIDE** (F. D.)—Color, reddish violet, suffused, streaked and lightly tipped white. Try and picture a dahlia with this coloring. Blooms up to 10 inches in width and 4 inches in depth. Can very easily be grown with very little attention. **Tubers, \$.75**

**SALMON SUPREME** (F. D.)—A seedling of Jersey Beauty with a new color and form. A glistening salmon orange with shades of pink. The large blooms are held well above the foliage of the prolific flowering bush which is of vigorous growth and best of stems. **Tubers, \$1.00**

**SANHIGAN DARKY** (F. D.)—Rich Bordeaux crimson, shading to maroon towards the center. All covered with a 'chocolaty' sheen margins of petals, distinctly marked amaranth purple. The formation, color and stem, make it an exhibition variety. The blooms grow to a width of about 7 inches and almost as deep. The rear petals fold towards the stem, forming a huge ball. **Tubers, \$.75**

**SATAN** (S. C.)—Here is one that should be in every garden. Color a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems. The blooms regularly measure from 10 to 12 inches in diameter and 6 inches in depth, and the long horn like petals so perfectly rolled and incurved give rare form and character to a flower of unusual brilliancy. The rugged almost leafless stems give the impression of being nearly as thick at the top as at the base. Large, fine blooms which last a long time when cut, as well as on the bush, and will continue to bloom to the very end of the season. The bush is a strong, healthy, vigorous grower with leathery insect resistant foliage. **Tubers, \$5.00**

**SHAHRAZAD** (I. D.)—This is a gorgeous new variety that has been aptly described by the originators as a deep pink Jane Cowl, and early and very prolific bloomer. The blooms are of great size and substance as well as depth. The large blooms are held erect on long, strong cane-like stems, well above the strong, vigorous bush with leathery insect resistant foliage. Plant is always literally covered with huge blooms. **Tubers, \$2.00**

**SOLLUX** (F. D.)—A genuine yellow of deepest sunlight shades. Quite like a yellow Elite Glory. A marvelous dahlia held facing up of the stiffest of stems. An ideal growing plant. Flowers are large as well as attractive. **Tubers, \$1.00**

**STAR OF BETHLEHEM** (S. C.)—Flowers are pure white with fine pointed petals, with a large, high tight center. The blooms are large and of good depth, but needs heavy disbudding and pruning for exhibition blooms, as it is a very free and prolific bloomer. The bush is always covered with blooms which have the shape and appearance of huge stars. If ever there was an attractive plant in bloom this is the one. **Tubers, \$1.50**

**STRONGHEART (F. D.)**—This is a well recommended dahlia of large size and perfect stem. Color is golden orange shading to amber, on Mr. Hart's Honor Roll. Tubers, \$5.00

**TANG (I. D.)**—This is an unusual dahlia for its color and formation. Orange flame with gold shadings. A very showy and attractive flower. No garden is complete without this one. Tubers, \$1.75

**THE COMMODORE (I. D.)**—A nice clean growing, bright lemon yellow. Won American Home Achievement Medal & A. D. S. Certificate. Petals large, centers full with flowers of loose and open formation. Good stem, and a very large size flower. Tubers, \$2.00

**THOMAS EDISON (F. D.)**—A gorgeous royal purple dahlia with a sheen of velvet. The flower is of staghorn formation which adds greatly to its beauty. Blooms with great profusion from early to late. The low growing bush is always covered with blooms which are held erect on the best of stems, well above the dark green insect resistant foliage. This one was picked out by the electrical wizard, who was a dahlia lover, to be named after himself. Tubers, \$7.75

**VALENTINO (F. D.)**—The name of this one suggests beauty. Color a salmon pink, shading to cream at the center. The flowers are of good size and depth and of attractive form upon stems that are long and upright, and grows right out of the tall bush. An early and prolific bloomer that keeps on flowering until killed down by frost. A good exhibition variety. Tubers, \$.75

**VIRGINIA RAE (I. D.)**—The color of this dahlia is an orange buff, tinted rose, flowers grow to about 8 inches in diameter and 4 inches in depth, the outer petals have a graceful whirl, which enhances its beauty, and giving the flower a glistening effect. Blooms are held erect on cane-like stems above the medium tall clean growing plant. Tubers, \$1.00

**W. H. T. (F. D.)**—A long stemmed flower of brilliant appearance in the garden, and a perfect type for the exhibition table. Color a cerise-rose with tints of mauve on the reverse, the face however gives a solid color, owing to the tight formation of its petals, flowers easily attain a diameter of 8 inches, and almost as deep, and are held erect on the best of stems, the plant is a robust grower, a very attractive flower that should be in every garden. Tubers, \$1.00

**WALDHEIM SUNSHINE (I. D.)**—This giant yet graceful flower, is a true deep yellow, that will show yellow under artificial light; the reflex will show darker, and there is a rich golden suffusion around the high center, the stems are perfect. A tall robust, healthy and vigorous grower. Tubers, \$.75

**WATCHUNG CHIEF (I. D.)**—The color of this one is burnt orange, the flowers are large and deep, and are held on very strong erect stems. The bush is an ideal grower in every detail, robust, wide-spreading, and very prolific in blooming habits. Tubers, \$1.50

**WATCHUNG SMOKE**—The color is not cloudy as it suggests, but a very clear and attractive pink flushed with silvery gray. The reverse of the petals shows a rose-red, giving the flower a fine warmth of color. The petals are arranged a bit regularly for an informal classification, but those at the back of the flower show a decided roll. Created a lot of favorable comment from those looking for the unusual at New York. Tuber, \$3.00

**WATCHUNG WONDER (F. D.)**—This is a very spectacular dahlia, and one that created a sensation at all of the Eastern shows and the winner of many prizes. Color a royal red with a touch of gold at the center of the massive flowers with now and then a tiny petaloid of gold, to enhance its beauty. A very nice flower in every respect and one that you should not overlook. Tubers, \$1.00

Due to the storm this past season, I am forced to withdraw the Wm. J. Rathgeber, and also many other varieties, because of destruction. However, watch for our 1935 introduction of Alice Hughes, Boy Chick and Princes Morning Dove.



"WILLIAM J. RATHGEBER"

If there is any variety that you're interested in and don't find listed, write to me I may be able to accommodate you, as I have many more varieties but only in small quantities, and that is why I have not listed them.

**WHITE WONDER (I. D.)**—Bloom 11x7. A pure white dahlia, the giant blooms are well formed with long pointed, twisted and curled petals, gives the flower a light fluffy appearance. This dahlia comes to us as a cross of Fort Monmouth and Ida Perkins. On Mr. Hart's Honor Roll. **Tubers, \$5.00**

**WONDER PINK (I. D.)**—Color lavender pink, shading to lighter at the center. The outer petals have a slight whirl which give the blooms massive size and great depth that hold the attention of all who see it. Flowers are held erect on the best of stems, above the ideal growing bush, with leathery insect resistant foliage. A free, early and prolific bloomer. **Tubers, \$1.00**

**YELLOW BEAUTY (F. D.)**—A seedling of Jersey Beauty, with all the good habits of its parent. The color of this beauty is a pure empire yellow, on long slender stems that hold the flower erect, well above the tall growing bush. A very good keeper when cut. **Tubers, \$.75**

These are older varieties, that have made good, in numerous gardens, every one of them is a good vigorous grower, and are marvelous dahlias for the beginner. Like the varieties on the preceding pages, these varieties are all guaranteed to be true to name, and to give full satisfaction. I am letting them go at these prices to make room for other and newer varieties. The prices are for tubers, as I sell no plants.

- ALICE WHITTIER** (S. C.)—Primrose yellow. One of the best exhibition types. Fine growth habits and stems Root, \$.50
- AVALON** (F. D.)—A very pretty shade of canary yellow. Tubers, \$.25
- CALVIN COOLIDGE** (F. D.)—A rich rose pink, suffused salmon with a touch of gold. Large flower, on very good stem. ...Tubers, \$.35
- CHEMARS BLUE GEM** (F. D.)—The color of this large dahlia is a glowing bluish purple, almost a royal purple. Tubers, \$.50
- CITY OF TRENTON** (I. D.)—A rich glowing tangerine, reverse rich strawberry red. The petals curl gracefully, giving a two toned effect. Tubers, \$.50
- EAGLE ROCK BEAUTY** (I. D.)—This fine impressive dahlia certainly was rightly named. A pastel pink, shading to a creamy ivory white center with long broad wax like petals. Tubers, \$.50
- ELEANORE VANDERVEER** (F. D.)—Here is a dahlia that never disappoints. Color, satiny rose pink. Large flowers and always in bloom. Tubers, \$.25
- ELKRIDGE** (S. C.)—Large pure white. A very reliable and profuse bloomer. Recommended highly as a good white. Root, \$.35
- ELITE GLORY** (F. D.)—A large rich red that has had a long run, but is still in popular demand. Tubers, \$.50
- ELIZA CLARK BULL**—Pure white flowers borne profusely on bushes of medium size. The blooms are large and regularly formed. Tubers, \$.50
- FLORENCE KLEIN** (I. D.)—A deep full centered dahlia the color of which is a salmon orange. Tubers, \$.50
- FRANK MILLER** (F. D.)—Bright lemon yellow. Fine blooms on long straight stems. A prize winner. Root, \$.50
- GRACE RICORDS** (F. D.)—An outstanding variety in so far as beauty of formation is concerned or desired. The flowers are white with a faint lavender suffusion. Tubers, \$.50
- GRIFFIN** (F. D.)—The color of this one is Pinard yellow with a pale virgin yellow on the reverse with an overcast and tint of lavender pink over the whole flower. Tubers, \$.50
- HARRIET THOMPSON** (I. D.)—An exhibition dahlia of rich orange buff and bronze with a reverse of Oriental red. Tubers, \$.50
- HARRY MAYER** (F. D.)—A beautiful silvery pink with a rose pink reverse. Huge flower with tight center. Tubers, \$.25
- JANE COWL** (I. D.)—A massive large flower with great depth that is still winning more than its share of prizes. Color a glistening bronzy buff and gold, blending to a deeper shade at the center. The petals of this monster curl and twist so that it shows the pale flesh reverse, giving the flower a soft warm glow. Tubers, \$.50
- JERSEY BEACON** (F. D.)—The most spectacular of the Jersey family, Color a bright Chinese scarlet with a buff reflex, giving it a two toned effect. Tubers, \$.35

- JERSEY BEAUTY** (F. D.)—Large pure pink, on long erect stems and still in great demand as a florist flower. Good keeper. **Tubers, \$.25**
- JERSEY IDEAL** (I. D.)—Large flower, color phlox pink, shaded lavender, bush is stocky and robust in growth and of medium height. **Tubers, \$.50**
- JOVE** (F. D.)—An immense bronze and pink that has stem, size, form. Is a free and prolific bloomer and a good robust grower. **Tubers, \$.50**
- KENTUCKY** (F. D.)—A seedling of Jersey Beauty and very much like its parent, except for its color which is a brilliant light salmon-orange. **Tubers, \$.50**
- KING MIDAS** (I. D.)—This is a gorgeous golden yellow of one tone that can easily be grown to great width and depth, and are held erect on the best of cane-like stems. **Tubers, \$.50**
- LILLIAN HART** (F. D.)—Color, old rose. Held erect on ramrod stems. Flowers are large and keep well when cut. Very good. **Tubers, \$.50**
- MARGARET W. WILSON** (I. D.)—A beautiful dahlia of large size and good depth, the color of which is Opalescent pink, with face of petals overcast with a creamy white with a phlox pink reverse. **Tubers, \$.35**
- MARIPOSA**—An immense flower of delicate pink shading, deeper at the center. Blossoms abundantly all season. The stems are very long and stiff. **Tubers, \$.35**
- MARMION** (I. D.)—Pure golden yellow, shading to bronze at the center with a bronze suffusion on the reverse of the petals. **Tubers, \$.35**
- MARSHALL'S BEAUTY** (F. D.)—This one is a seedling of Jersey Beauty. It is exactly the same color and shade as its parent, but a larger, deeper and prettier flower. **Tubers, \$.35**
- META SCAMMEL** (S. C.)—A large exhibition dahlia, the color of which is a very attractive pale amaranth pink at the center and shading to a deeper amaranth pink towards the outer petals. **Tubers, \$.50**
- MRS. I. DE VER WARNER** (F. D.)—An old variety that is more than holding its own. Large lilac rose with fine form, stems and growth. **Tubers \$.25**
- NELLIE KNAPP** (F. D.)—A beautiful white, shading to pale pink at the outer edge. **Tubers, \$.50**
- QUEEN OF THE GARDEN BEAUTIFUL** (F. D.)—An immense primrose yellow, facing upward. This dahlia not only has size but depth as well, and has won many prizes in the past. **Tubers, \$.50**
- REGAL** (I. D.)—Bronze and rose, with gold shadings. A very fine dahlia and a profuse bloomer. A great prize winner everywhere. **\$.50**
- ROSE FALLON** (F. D.)—When well grown, this is a massive flower and a pleasing color of dark orange, tinted amber and salmon. A very free and prolific bloomer. **Tubers, \$.50**
- ROYCROFT** (S. C.)—This is one of the outstanding dahlia in this class. A very prolific bloomer. Golden orange buff. On very good stem. **Tubers, \$.25**
- SAGAMORE** (F. D.)—Beautiful, large, golden yellow, with a faint touch of apricot at the center. Will always give an abundance of bloom. **Tubers, \$.25**
- TREASURE ISLAND** (F. D.)—A bright combination of autumn shades. Color apricot and gold with a rose suffusion. The bush growth is strong and branches readily from the bottom. **Tubers, \$.50**
- YANKEE KING**. Immense blooms of coppery rose and old gold. Early, free, bloomer stems, strong and of remarkable length; plants vigorous and immune to insect pests. **Tubers, \$.50**

## SPECIAL COMBINATION

As an introduction of my stock these are all special, and all made up from A No. 1 Stock. No substitute, but I reserve the right to refund you the money back if I am sold out. First come, first served!

### No. 1 (a)

Hillcrest Fluffy Ruffle.....	\$10.00
Pot O' Gold.....	5.00
Sarah Jane .....	5.00
White Wonder .....	5.00

\$25.00 Value for \$15.00

### No. 2 (a)

Alyce Marie Galvin.....	\$5.00
Mrs. L. L. Hook .....	3.50
Myra Howard .....	3.50
Rudy Vallee .....	3.00
Satan .....	5.00

\$20.00 Value for \$12.00

### No. 3 (a)

Dwight W. Morrow.....	\$2.00
Karl Bonawitz .....	2.00
K. Norris .....	1.00
Mary Geraldine .....	3.50
Omar Khayyam.....	1.75
The Commodore .....	2.00

\$12.00 Value for \$7.00

### No. 4 (a)

Charles J. Reed .....	\$2.00
Elite Glory .....	.50
Geraldine Faith .....	3.50
Prince of Persia.....	1.75
Salem Pride .....	.75
W. H. T. ....	1.00

\$9.50 Value for \$6.00

### No. 5 (a)

Champoege .....	\$2.00
Golden Goblin .....	2.00
Josephine G. ....	1.00
Lincoln G. Dickey .....	1.00
Monmouth Champion .....	1.00
Mrs. A. B. Seal.....	.75

\$7.75 Value for \$4.00

### No. 10 (a)

For \$1.00 we will send you six roots all named and labeled. My own selection, all different, no two alike. Catalogue value at least \$2.00.

### No. 11 (a)

For \$2.00 we will send you twelve roots, all named and labeled. My own selection, all different, no two alike. Catalogue value at least double.

### No. 12 (a)

For \$4.00 we will send you twenty-five roots, all named and labeled. My own selection, all different, no two alike. Catalogue value at least \$8.00.

### No. 6 (a)

American Triumph .....	\$1.00
Cong. Wolverton .....	1.00
Nanaquacket .....	.75
Rose Fallon .....	.50
Robert E. Lee .....	1.00
Thomas Edison .....	.75

\$5.00 Value for \$3.00

### No. 7 (a)

Fordhook Marvel .....	\$1.00
Jersey Triumph .....	.75
Jim Moore .....	1.00
Harry Mayer .....	.35
L. G. Dickey .....	1.00
Marmion .....	.35

\$4.45 Value for \$2.50

### No. 8 (a)

Asbury Park .....	\$1.00
Helen Ivins .....	1.00
Jersey Beacon .....	.35
King Midas .....	.50
Meta Scammel .....	.50
Sagamore .....	.25

\$3.60 Value for \$2.00

### No. 9 (a)

Avalon .....	\$ .25
Jane Cowl .....	.50
Jersey Beacon .....	.35
Jersey Beauty .....	.25
L. G. Dickey .....	1.00
Sagamore .....	.25
Treasure Island .....	.50

\$3.10 Value for \$1.50

## TEN BRIEF SUGGESTIONS TO THE AMATEUR ON HOW TO GROW BETTER DAHLIAS

1. Select easily grown varieties and those giving full satisfaction.
2. Prepare the selected planting spot well and place the supporting stake.
3. Dig a hole, next to the stake, about 10 inches in diameter and 7 to 8 inches deep, and place one handful of bonemeal in the hole, or any other recommended fertilizer and mix thoroughly with the soil before planting.
4. Place roots in flat position with the sprout or "eye" facing upwards. Cover lightly with about 2 inches of soil. In doing this be careful not to damage the sprout. As the plant grows, fill around the stem with soil.
5. Do not plant too early. At times, too early planting spoils good roots. I would suggest planting from June 1st on, except in climates where a short growing season is prevalent. In that case use your own judgment.
6. Keep the soil well cultivated throughout the season, and prevent weeds from outgrowing the plant.
7. Water plants during hot weather at least once a week. Do not merely sprinkle them, but soak them. This must be done after sundown.
8. Tie the plant to the supportive stake with soft cord, at distance of 12 inches apart. This is done as an added security against destruction by wind and storm. Spray with any reliable parasiticide at least once every two weeks.
9. About August 1st scatter a handful of bonemeal about 6 inches around the stem and rake it gently into the soil. Other fertilizers may be used if desired. Do not use excessive amounts of fertilizer as injury to the roots will result.
10. About August 15th the same treatment as above is applied. Disbudding at this time aids in the formation of bigger and better flowers and longer stems. This should insure good results. If any other information is desirable, I will gladly forward you the same.



If you have never tried my Dahlia Seeds before try now and be convinced.

READ THIS INTERESTING LETTER

Where I am not in the habit of publishing satisfied customers' letters, I cannot help to publish this particular one.

HIGH GRADE PENNSYLVANIA OILS OUR SPECIALTY

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THE PRIDE OF PENNSYLVANIA

Calgary  
CANADA

October 11th 1933

Mr. Albert Parrella,  
3380 Ely Avenue, Corner 222nd St.  
Bronx, New York, U. S. A.

Dear Sir:

You were good enough to send me some Dahlias seeds, in fact I purchased one lot and they did not grow and you sent me another lot free of charge, which I did not expect. These seeds turned out marvelous, every seed I planted grew and 85% of them were doubles, principally decorative, some cactus, some of them went as large as 13 and 14 inches across, in fact they are the finest I ever grew. There were dahlias among them equal to Jean Cowan and Eagle Rock Fantasy, in fact they were so gorgeous they would knock your eye out. I just thought you would like to know this and I want to thank you very much indeed for these wonderful seeds.

Wishing you all kinds of success, I remain,

Yours sincerely,

*G. G. Snowden*

CCS/DB

*Snowdon's Oils are good Oils*

## "SUPER DAHLIA SEED"

Have you been looking for an outstanding dahlia, that you would like to name after yourself, or some beloved friend? If you have, then I have the seed from which these beauties can be raised as can be attested to by the many visitors to my gardens the past season as well as the letter in the next page.

You can get results just as good, if not better, and what is more, I GUARANTEE these results, as I do not believe in the practice of putting a few good seed into a packet of cheap and inferior seed, and then trust to luck. That is not my way of doing business, like Luther Burbank, the great plant wizard, whose instructions I have followed, to select and reselect the best from the best to achieve better results, and that you cannot expect to raise elephants out of dogs, no more than you can raise an ostrich, in crossing them with canary birds. It is the big fellows I am after, it is for this reason that I absolutely do not grow a single plant, of Pompons single, collarette, show or open centered dahlias.

My seed is hand picked and selected from over 300 varieties of Honor Roll dahlias, in my gardens, and it is for this reason, and this reason only, that I can give the following GUARANTEE, that more than 50% of these will show full, double and tight centers, and that among these you will get some that are as good, if not better, than any outstanding variety you have in your garden, no matter what they are.

Price 50 Seed \$3.00

100 Seed \$5.00

## HOW TO GROW DAHLIA FROM SEED

There are many ways that dahlia seeds are started, and grown, on account of the different climatic conditions, and the length of the growing season, here in New York City, I have been getting wonderful results as follows: About April 1st, I select an open sunny location in my garden and spade this to a depth of about 8 inches and rake the soil until it is finely broken, and not lumpy, then with a hoe make trenches about 4 inches in depth and about 12 inches apart.

Then place a seed about every 2 inches apart in these trenches and cover with about one half inch of soil, water lightly and cover with about 2 or 3 inches of peat moss, as a protection against a slight frost or cold. About May 1st, carefully remove the peat moss and in another week or two you will see the young dahlia plants breaking through the ground, add a little more soil to the trench and around the plants that are showing above ground, so that they will get better and stronger root formation. About June 1st many of these plants will be about 4 or 5 inches above the ground, showing two to three sets of leaves and the stems will be about the thickness of an ordinary match. They are then about the right size for transplanting.

At this time you should have the location of where you intend growing these seedling plants. The ground should be dug up and well spaded with holes about 10 inches in diameter and 6 inches deep. In each of these holes place a good handful of bonemeal or other good fertilizer and mix this in the soil well. When this is done, place a good strong stake in the hole, near the edge of same, then with a small trowel remove the plant from the seedling bed, with as much soil as possible on the roots, and without

disturbing the roots, place this plant so that the stem will be about 2 inches away from the stake and add enough soil in the hole to within 4 inches of the top and to hold the plant secure. Then water same liberally, about a quart to two quarts of water according to the condition and dryness of the soil.

As the plants grow, gradually fill the holes until they are level with the surrounding ground, never hill up around the plants. When they show three sets of leaves, pinch off above the top set of leaves, this will make the plant grow stockier and branch out better. By July 1st they should be growing into good healthy plants and start making good growth. Some plants should start to show their blooms by about August 1st, and then the thrills will begin, and you will be thrilled daily from about this time on, as the buds begin to get larger and larger, and at last open and unfold slowly, one petal after another. The more it unfolds the more beautiful it looks, and right next to it is another plant with magnificent leathery foliage, and with a large bud ready to unfold its treasures. At the same time you are wondering will it be a white, a red, a gold, a lavender, a pink, or a combination of all of these colors, with the result that every few hours you will be running out into your seedling patch to see if this marvelous dahlia has exposed any more of its hidden beauty, so that you can call or telephone to some of your friends to come to see it, as well as some of the others that by this time are starting to unfold their petals, and so it is until the end of the season, nothing but one thrill after another.

The single or open centered varieties should be pulled out of the ground, as well as any that have weak stems. as they are useless and unworthy of giving them ground space. In weeding them out, the other plants get more room and will grow better.

It is a good policy also for your benefit to tag and number each seedling you are going to keep. Mark down in a note book the exact date each plant that you have numbered came into bloom, so that the following year you will plant the late blooming varieties first and the early blooming varieties later so that they will all be in bloom about the same time.

Do not throw away any clumps that have not bloomed, as these may be your best plants the following year, because it is the late blooming varieties that have the best possibilities of producing the outstanding varieties.

In colder climates and where the growing season is not so long, is to start the seeds in boxes or flats, about 20 inches long, 12 inches wide and 4 inches deep. Make 3 or 4 trenches about 2 inches deep and plant the seed about every 2 inches apart in these trenches, and cover with about a half inch of soil. These seeds should be planted about 2 months before it is reasonably safe to transplant the young plants out into the open.

The box should be kept in a warm room and near a window that faces a sunny location. About 2 or 3 weeks later, they will be breaking out of the ground and when they are about 2 to 3 inches high, they should be removed from the box and transplanted into 2 inch flower pots, until they are about 4 or 5 inches high, when they should be transplanted into 3 inch pots, and on warm, sunny days, should be left out into the open to gradually harden, and when you believe that the time is right for their permanent transplanting as described above, then plant them as directed, and they will grow into strong, healthy plants, as good if not better than plants grown from tubers.

## CHRYSTOPCAN THE BEAUTIFUL FLOWER

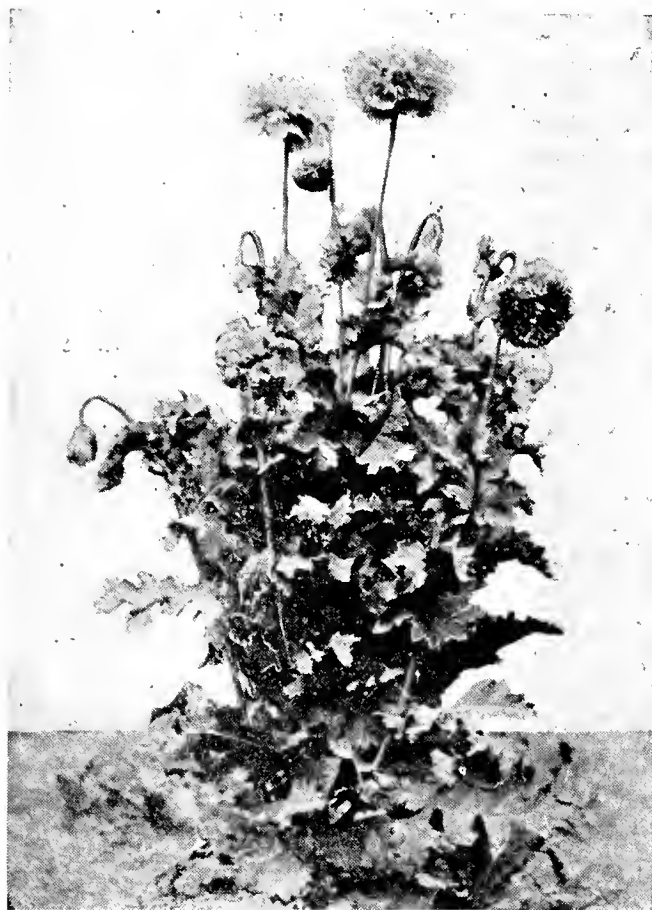
### SEEDS

Combination package 50 cents.

Special combination consisting of the double amount of seed, and varieties, \$1.00.

The CHRYSTOPCAN is a very robust plant and grows on the style of a dwarf Dahlia plant, but does not need any stake to support it.

CHRYSTOPCANS begin to bloom about June 15th and keep on sending out beautiful blooms until the latter part of July.



This picture shows a chrysopcan plant in bloom. Note the sturdiness and vigor of this plant, also the stem that holds the flowers erect. Note the size and shape of flowers on plant, which was 4 ft. high, also the foliage.

### CHRYSTOPCAN DESCRIPTION

Twelve years of careful cultivation has been necessary to bring this beautiful flower to its present high state of perfection. The word beautiful does not describe it. One must see it in bloom to really appreciate its rare beauty. Your imagination would need to run riot to gain any idea of the colors and tints.

The flower resembles in many ways the Chrysanthemum, Poppy, Carnation, and some have the shape of Dahlia, so it might be truly said that it is a combination of all these favorites.

The plant attains a height of from 2 to 4 feet. It has long graceful stems and handsome green foliage forming an attractive bush. Each plant yields from ten to fifteen large and full flowers. One plant last year yielded 27 perfect flowers.

A chemist would probably analyze the CHRYSTOPCAN to be composed of the following strains, Poppy 75% Carnation 10% Chrysanthemum 10% Dahlia 5% with some plants varying slightly one way or the other.

Most of the flowers are three to four inches in diameter. The petals are of imposing effect. Some are broad, resembling ruffled satin, which others are silky, curly and fringed. The formations are of great beauty, and it is impossible to give an accurate detailed description. Each flower has an attractiveness all its own.

Colors produced to date, are Ashes of Rose, Chinese Red, Pink, Fuchsia, Red, Lavender, Maroon, Mauve, White, Pink Tipped, White and Scarlet with Light Stripes.

To grow Chrysopcan once means it will always have a choice spot in your garden.

**TEN REASONS WHY YOU SHOULD JOIN THE  
AMERICAN DAHLIA SOCIETY  
TO GROW BETTER DAHLIAS**

**THIS IS ONE OF THE BEST INVESTMENTS**

1st. You will receive a Membership Card and also a Special Pass for the big Show, (The New York Show) free of charge.

2nd. You have the privilege of displaying your dahlias in The New York Show, (free of charge), by being a member of the Society, otherwise it would cost you two dollars admission fee for the same.

3rd. You will receive the quarterly American Dahlia Society Bulletin, which is brim full of information, giving many helpful hints by well-known growers, both Amateur and Commercial.

4th. The bulletin in itself is a real master-piece and chock full of information, which in my estimation is the supreme book of knowledge in the dahlia kingdom.

5th. The information that you will gain from this bulletin surely will make your garden look one hundred per cent, not only that but will save you many dollars if you intend to buy some of the novelties.

6th. Through the bulletin you'll be able to contact all the reliable dahlia growers in the country.

7th. You will have all the necessary information to send some of your new seedlings to the trial ground.

8th. You will get the first available information on new and reliable varieties.

9th. The knowledge and satisfaction you derive by reading this interesting bulletin is worth your money a hundred fold.

10th. Frankly speaking, one issue of the bulletin alone is worth that much. For more information regarding a subscription write to the Secretary of the A. D. S. Mr. C. Louis Alling, 251 Court Street, West Haven, Conn.

**AND ALL THAT FOR THE LARGE SUM OF (\$2.00).**

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# MEMORANDUM

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# MEMORANDUM

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**CHRYSPOPCAN**  
**The Beautiful Flower**

**ALBERT PARRELLA**

Originator & Grower of Chrystopcan & Pedigreed Dahlias

**3380 ELY AVENUE, Corner 222nd Street**

**1 BLOCK EAST OF BOSTON POST ROAD**

**BRONX, NEW YORK**

TEL ESterbroom 8-3490

## *CHRYSTOPCAN DESCRIPTION*

Ten years of careful cultivation has been necessary to bring this beautiful flower to its present high state of perfection. The word beautiful does not describe it. One must see it in bloom to really appreciate its rare beauty. The cut shown on the outside cover was made from an actual photograph and reduced in size, but at best gives but an idea of the formation of some of the flowers. Your imagination would need to run riot to gain any idea of the colors and tints.

The flower resembles in many ways the Chrysanthemum, Poppy, Carnation, and some have the shape of Dahlia, so it might be truly said that it is a combination of all these favorites

The plant attains a height of from 2 to 4 feet. It has long graceful stems and handsome green foilage forming an attractive bush. Each plant yields from ten to fifteen large and full flowers. One plant last year yielded 27 perfect flowers.

Most of the flowers are three to four inches in diameter. The petals are of imposing effect. Some are broad, resembling ruffled satin, while others are silky, curly and fringed. The formations are of great beauty, and it is impossible to give an accurate detailed description. Each flower has an attractiveness all its own.

Colors produced to date, are Ashes of Rose, Chinese Red, Pink ,Fuchsia, Red, Lavender, Maroon, Mauve, White, Pink Tipped White and Scarlet with Light Stripes.

To grow Chrystopcan once means it will always have a choice spot in your garden.

## CHRYSTOPCAN SEED

Trial Package, 25 cents.      Combination Package 50 cents.  
Special Combination Package consisting of double the  
amount of seed, and varieties \$1.00

### *DIRECTIONS for planting CHRYSTOPCAN SEED.*

This seed can be planted in the Fall, as well as in the Spring.  
The best time for Fall planting is from October 1st, to Nov. 31.

In the Spring from April 1st to May 15th. The ground  
should be well worked, and fertilized to a depth of 10 to 12  
inches.

Seed should be planted in trenches, where more than one  
trench is used, trenches should be at least 15 inches apart and  
three inches deep. About every 12 inches, place about 6 seeds  
and cover this seed very lightly with about a quarter of an  
inch of fine soil, as the tiny plants begin to spring up, fill  
around them, until level of ground, to protect the stem, and  
give it added strenght. Then thin out to 4 or 5 plants.

In planting avoid shady side or location as much as possible,  
keep them free from weeds, do not transplant, but thin out if  
necessary.

The most decorative effect is to be had by planting in circles,  
although beds of other shapes, are very attractive.

The CHRYSTOPCAN, is a very robust plant, and grows  
on the style of a dwarf Dahlia plant, but does not need any  
stake to support it.

CHRYSTOPCANS begin to bloom about June 15th and  
keep on sending out beautiful blooms until the latter part of  
August.

I have been informed by one of my customers that he kept  
them in bloom until killed by frost by cutting off the flowers  
as soon as they matured.

## WHAT THE N. Y. EVENING JOURNAL SAYS

**FLOWERS OF THE BRONX** What more appropriate combination than the flower of Bronx girlhood and the most beautiful flower that grows in the borough? Here is Janette Adiletta, seventeen, admiring the newest creation in the world of flowers—the "Chrysopcean"—developed after eight years of experimentation by Albert Parrella, No. 3380 Ely avenue, The Bronx. The "Chrysopcean" may be difficult to spell, but it is easy to look at. Parrella grows thousands in his garden at the Ely avenue address.



Photo by Evening Journal Photographer.

**Probe Death of Heist**

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INTERESTING CLIPPING  
THROUGH THE COURTESY  
OF THE SAN DIEGO UNION  
San Diego, Calif.

## 'CHRYSOPECAN' IS NEW AND NIFTY

The "chrysopecan" has made its appearance in the floral world bringing with it all the delightful curiosity that surrounds a new animal in the circus.

Its peculiar name is a composite of the flowers it resembles, namely the chrysanthemum, the poppy and the carnation. It is large, three to four inches in diameter and growing on busy plants two to four feet high. Its colors range through pink, rose, red and mauve.

The petals of the chrysopecan give it much of its striking beauty. They vary greatly in form, differing from most flowers which have a recognized pattern for their petals. The chrysopecan flaunts to the breeze silky, satiny ones trimmed variously in ruffles, fringes or curls. Considering the size of the flower and its gorgeous colors, such petals arrangements are more than enough to make it stand out in any collection of blossoms.

The geneology of the chrysopecan has not yet been published. The seeds resemble poppies except that they are larger. They are planted in the open in either fall or early spring in San Diego. No transplanting takes place. The sowing is done in a two or three inch trench, the seeds covered about a quarter of an inch and the trench filled in around the seedlings as they grow.

Since transplanting is not recommended, the seeds are sown in hills. That is, half a dozen are dropped at a time at points 18 or 24 inches apart.

## A FEW SUGGESTIONS TO DAHLIA LOVERS

The Dahlia is the "queen of the garden." It is in all its splendor at a time when most other flowers are out of bloom. No other flower will give as much satisfaction as the dahlia. Among many other things it has to its advantage an enormous size, a very lengthy season and many beautiful blossoms.

Today one can purchase a very fine selection of standard varieties for a mere trifle. For that particular reason everyone should grow this beautiful flower. Grow them wherever you have space. If you lack a site for planting, I might suggest growing the plants in convenient vats or large pots and placed around walks, on the lawn, on sun-porches or even on roofs of low buildings.

If anyone intends growing these beautiful flowers, he should take advantage of the flower shows and numerous dahlia shows then personally choose his own varieties.

The next step is to purchase a few bulbs from these varieties and when the season for planting presents itself, do so, using the technique and care which the flower deserves. Bear in mind, however, that anything will grow even if barely kept alive, but in order for something to grow to perfection, it must have the proper care and time spent on it.

If you purchase a dahlia which was originally grown in a different locality and your results are not what you expected, try growing the same variety the following season and you will be surprised at the results. If, however, after the second attempt the flower has not come up to your expectations, I would advise your discarding that particular variety. For that reason, my motto for a number of years has been, "I grow the best and discard the rest."

The dahlia has progressed more in the last five years than it has done since it has been in existence and will continue to do so if the growers will endeavor to produce more and better commercial typed flowers.

Several years ago, seeing a dahlia in a florist's window was more or less a novelty, but today the flower has reached and passed the other flowers in popularity. To produce a better dahlia will mean an increase in business and a way out of the depression. So let us try for more and better dahlias and the future of the dahlia is assured.

ALBERT PARRELLA.

For thrills get my Super dahlia seeds

By Courtesy of New York Evening Journal

## FLOWERS OF THE BRONX

What more appropriate combination than the flower of Bronx girlhood and the most beautiful flower that grows in the borough? Here is Janette Adiletta, seventeen, admiring the newest creation in the world of flowers—the “Chrysopopean”—developed after eight years of experimentation by Albert Parrella, No. 3380 Ely avenue, The Bronx. The “Chrysopopean” may be difficult to spell, but it is easy to look at. Parrella grows thousands in his garden at the Ely avenue address.



Photo by Evening Journal Photographer.

## Probe Death of Heiress

ALBERT PARRELLA  
DAHLIA GARDENS

Originator and Grower of  
CHRYSTOPCAN AND SELECT DAHLIAS  
3380 ELY AVENUE, Cor. 222nd St., BRONX, N. Y.  
Tel. EStabrook 8-3490